

## ABSTRACT

The present invention provides a method and apparatus for creating lists of names, addresses, such as e-mail addresses, and other information for individuals who have granted permission for one or more organizations to contact them. A plurality of attendees attend an event using an event access document having a unique value thereon to gain access to the event. Attendees are urged by various means of communication to visit a particular web site, or other similar facility capable of collecting the information desired by a sponsor. In exchange for providing a minimum amount of information regarding the attendee, the site or facility will determine if the attendee has been awarded a prize or other item of value, based on the unique value provided by that attendee.